

**EEO PUBLIC FILE REPORT**  
**FOR TOTAL AUSTIN SPORTS RADIO LLC**

This Report covers full-time vacancy recruitment for the period November 9, 2012 until March 22, 2013.

The employment unit covered by this report includes radio stations KTXX (FM) and KWNX (AM). This company employs more than 10 fulltime employees.

The Employment Unit's EEO contact representative is:

**Laurie McBroom, Market Controller**  
 912 South Capital of Texas Hwy. Suite 400  
 Austin, TX 78746

The following is a list of all full-time vacancies filled by the Employment Unit (for the time period covered by this Report):

<b><u>Job Title</u></b>	<b><u>Recruitment Sources Used to Fill the Position</u></b>	<b><u>Recruitment Source That Referred the Hiree</u></b>
Account Executive (position filled 12/05/12)	Texas Association of Broadcasters - 4 YWCA of Greater Austin - 0 Austin NAACP - 0 Greater Austin Hispanic Chamber - 0 Austin Area Urban League - 0 Texas Workforce Commission - 0 Austin Community College - 0 Texas Veterans Commission - 0 Austin Asian American Chamber - 0 Assoc. of Women in Communications - 0 Huston-Tillotson University - 0 Total Austin Sports Radio website - 2 Leading Edge Personnel - 0 KTXX Radio Recruitment Ad - 6	KTXX Radio Recruitment Ad
Account Executive (position filled 01/07/13)	Texas Association of Broadcasters - 4 YWCA of Greater Austin - 0 Austin NAACP - 0 Greater Austin Hispanic Chamber - 0 Austin Area Urban League - 0 Texas Workforce Commission - 0 Austin Community College - 0 Texas Veterans Commission - 0 Austin Asian American Chamber - 0 Assoc. of Women in Communications - 0 Huston-Tillotson University - 0 Total Austin Sports Radio website - 2 Leading Edge Personnel - 0 KTXX Radio Recruitment Ad - 6	Texas Association of Broadcasters
Account Executive (position filled 01/07/13)	Texas Association of Broadcasters - 4 YWCA of Greater Austin - 0 Austin NAACP - 0 Greater Austin Hispanic Chamber - 0	KTXX Radio Recruitment Ad

	Austin Area Urban League - 0 Texas Workforce Commission - 0 Austin Community College - 0 Texas Veterans Commission - 0 Austin Asian American Chamber - 0 Assoc. of Women in Communications - 0 Huston-Tillotson University - 0 Total Austin Sports Radio website - 2 Leading Edge Personnel - 0 KTXS Radio Recruitment Ad - 6	
Account Executive (position filled 02/18/13)	Texas Association of Broadcasters - 4 YWCA of Greater Austin - 0 Austin NAACP - 0 Greater Austin Hispanic Chamber - 0 Austin Area Urban League - 0 Texas Workforce Commission - 0 Austin Community College - 0 Texas Veterans Commission - 0 Austin Asian American Chamber - 0 Assoc. of Women in Communications - 0 Huston-Tillotson University - 0 Total Austin Sports Radio website - 2 Leading Edge Personnel - 0 KTXS Radio Recruitment Ad - 6	Texas Association of Broadcasters

Total number of interviewees – 12

**Interviewees referred by recruitment sources:**

- Texas Association of Broadcasters - 4
- YWCA of Greater Austin - 0
- Austin NAACP - 0
- Greater Austin Hispanic Chamber - 0
- Austin Area Urban League - 0
- Texas Workforce Commission - 1
- Austin Community College - 0
- Texas Veterans Commission - 0
- Austin Asian American Chamber - 0
- Assoc. of Women in Communications - 0
- Huston-Tillotson University - 0
- Total Austin Sports Radio website - 2
- Leading Edge Personnel - 0
- KTXS Radio Recruitment Ad - 6

No organizations have requested notice of vacancies at the Employment Unit pursuant to the FCC's rules. Organizations wishing to receive notice may contact Laurie McBroom at the address listed above.

The Employment Unit's recruitment sources can be reached at:

No.	Source	Contact	Address	Telephone
1	Total Austin Sports Radio website (KTXS)	Ben Rippy	912 S Capital of Tx Hwy Austin, TX 78746	(512) 416-1100
2	Texas Association of	Craig Bean	502 E. 11 <sup>th</sup> Street	(512) 322-9944

	Broadcasters (TAB)		Austin, TX 78701	
3	KTXS Radio Recruitment Ad	Dave Sonefeld	912 S Capital of Tx Hwy Austin, TX 78746	(512) 416-1100
4	Austin Hispanic Chamber of Commerce	Andy Martinez	2800 S. IH 35 Ste 260 Austin, TX 78704	(512) 476-7502
5	Huston Tillotson University	Joy King	900 Chico Street Austin, TX 78702	(512) 505-3015
6	YWCA	Cindy	55 N IH 35 Austin, TX 78702	(512) 326-1222
7	Leading Edge Personnel	Lisa Matthews	7800 N. Mopac Suite 230 Austin, TX 78759	(512) 231-1888
8	Association for Women in Communications	Leslie Sopko	PO Box 50104 Austin, TX 78763	Leslie.sopko@ austinenergy.com
9	Texas Veterans Association	Neil Cochran	6505 Airport Rd Blvd Ste 101A Austin, TX 78752	(512) 497-7204
10	Austin Area Urban League	Career Services	1825 E 38 <sup>th</sup> Street Austin, TX 78722	(512) 478-7176
11	Austin NAACP	Nelson Linder	1704 E 12th Street Austin, TX 78702	(512) 476-6230
12	Texas Workforce Commission	Chris Gamez	PO Box 9348 Austin, TX 78766	(512) 832-9116
13	Austin Asian American Chamber of Commerce	Jessica Garza	3432 Greystone Drive Suite 202 Austin, TX 78731	(512) 407-8240
14	Austin Community College	Career Services	7748 Hwy 290W Austin, TX 78736	(512) 233-8111

The Employment Unit has participated in the following recruitment and retention initiatives:

- Internship Program  
2012-2013 (ongoing) - Participation and promotion of the KTXS Internship Program. Two student interns participated in the Austin program during the 2012-2013 year. The internships were over a course semester and the students received course credit. The promotion of the internship availability is made directly with the participating universities (University of Texas, Texas State University, and Huston Tillotson). The interns received hands on experience with the programming, sales, promotions, and business departments.
- Sales Training  
During the time frame covered by this report, the unit provided sales training sessions designed to enable station personnel to acquire skills that could qualify them for higher level positions.
- Internal Training  
During the time frame covered by this report, the unit provided weekly training to Account Executives by Management to develop and enhance sales techniques

(prospecting, appointment setting, presentations, closing, recruitment, event selling, digital sales) designed to enable account executives to acquire skills that could qualify them for higher level positions.

- Radio Connection Mentoring Program  
2012-2013 (ongoing) Students from Radio Connection are mentored by Evan Chancey, Production Manager and Erin Hogan, Program Director. The students are taught the basic fundamentals of the radio station. It also provides the students an opportunity to apply their curriculum from Radio Connection to a hands-on working knowledge in radio station programming and production.
- KTXS Station Tours  
March 2013 – Production Director provided a tour of the station for a group of local cub scouts and their parents (Pack 33, Den 2). The tour involved walking around the station and having the sales, business and production managers describe his or her department and how it contributes to the creation of the on-air product. This tour provided the pack with a general knowledge of radio and its various departments.

Total Austin Sports Radio, LLC will continue to engage in additional recruitment and retention initiatives in order to comply with Section 73.2080(c)(2) of the Commission's rules.